

**Business Advisory Board Meeting
November 29, 2017
Bremer 109/110**

ATTENDANCE

Becky Albin, Tori Blanchard, Sandy Cook, Tim Corey, Viv Dudley, Brian Fink, Bernice Fitzsimmons, Teresa Gaffney, Jessica Gray, Tom Kelly, Josh Kietzman, Dwight Lucas, Shanon Patterson, Jeff Primmer, Bruce Rape, Lori Russell, Jen Slavik, Heather Spencer, Angie Springer, Kim Washkowiak, Amy Winter

REPORTS

No reports to consider

OLD BUSINESS

No old business

NEW BUSINESS

Accounting Update

The accounting program is working on recruitment efforts, which has increased enrollment. They implemented a College for Kids program, did high school outreach in the spring and they are working on a 3+1 bachelor's degree program with Franklin University. This would allow DACC students to obtain their bachelor's with 3 years at DACC and one year at the University. Another 1.5 years of school would get them their MBA and they can sit for their CPA exam.

The accounting degree and certificate have taken out Access and added Advanced Spreadsheet Applications (formerly Excel II).

Marketing Update

Viv has evaluated the digital applications in marketing. The technical skills in the marketing world are increasing. The advisory board members felt that knowing analytics, logic and having an understanding of data and metrics was important. Viv is also considering infusing web design skills into the marketing curriculum.

Office Systems Update

The office systems instructors have worked diligently to revamp the curriculum to the new degree Business Administrative Technology. This change was in response to survey's sent to businesses last year. Instead of multiple degrees there will be three semesters of the same curriculum and students will be able to pick their concentration in the fourth semester. All courses will incorporate soft skills. There is also a public speaking component, which the members felt was a wonderful addition. Office Systems will continue to require students to put a Job Portfolio together and possibly making it an electronic portfolio. Jen asked the members to consider having students do internships with their company so that they can gain real world application.

ITEMS FROM THE FLOOR

The advisory members discussed the importance of finding and keeping applicants that can easily integrate into the business. Work ethic, passion, longevity and loyalty in the workplace are desirable traits.

There is a 27% increase in hiring accounting students, however, this area of business normally requires a 4-year degree. This shows employers commitment.

DATE of NEXT MEETING

TBD

MINUTES SUBMITTED by:

Respectfully submitted,

Lisa J. Osborne

Lisa J. Osborne
Administrative Assistant
Business and Technology